

**Amendments to the Claims:**

1. (currently amended) A massaging and reflexology system comprising:  
a core body defining opposing top and bottom surfaces;  
~~a plurality of cups at least one cup~~ disposed on the top surface, ~~each the cup~~ defining a substantially concave surface projecting outwardly from the top surface; and  
~~a plurality of pressure nubs~~pressure nub, a respective ~~pressure nub~~ centrally disposed on ~~and outwardly projected from~~ the concave surface of each one of the cups.
2. (original) The system of Claim 1 wherein the core body is generally configured in the shape of a shoe insole with the top surface being contoured to generally match the shape of a human foot.
3. (original) The system of Claim 2 wherein the core body is generally configured in the shape of a heel portion of the shoe insole.
4. (original) The system of Claim 3 wherein the core body further includes an intermediate portion of the shoe insole.
5. (original) The system of Claim 1 wherein a thickness of the core body varies along a length thereof.
6. (original) The system of Claim 5 wherein:  
the core body is generally configured in the shape of a shoe insole having a heel portion, an intermediate portion, a toe portion and an arch portion;  
the thickness of the core body being greater at the heel and arch portions than at the intermediate and toe portions.
7. (original) The system of Claim 1 further comprising a plurality of cups disposed on the bottom surface, each cup defining a substantially concave surface projecting outwardly from the bottom surface.
8. (original) The system of Claim 7 further comprising a plurality of cup spacers, a respective one of the cup spacers being formed between each one of the cups and the top surface and between each one of the cups and the bottom surface.
9. (original) The system of Claim 8 wherein the cup spacers are configured as an elongate cylinder.

10. (original) The system of Claim 1 further comprising a grid of orthogonally-arranged support webs extending perpendicularly from and disposed along the bottom surface.
11. (original) The system of Claim 1 wherein the core body is fabricated from a resilient, elastomeric material.
12. (original) The system of Claim 1 wherein the pressure nubs have a generally hemispherical shape.
13. (original) The system of Claim 1 wherein the cup perimeters are circular and diameters of the cups vary along a length of the core body.
14. (original) The system of Claim 1 wherein a density of the core body and densities of the cups vary along a length of the core body.
15. (original) The system of Claim 1 wherein the core body, the cups and the pressure nubs are formed as a unitary structure.
16. (original) The system of Claim 1 wherein the core body is sized and configured to circumscribe a handle grip of an implement.
17. (original) The system of Claim 1 wherein each one of the pressure nubs comprises:  
an elongate protuberance projecting upwardly from and centrally-disposed within the concave surface; and  
a plurality of arched fingers radially-spaced about and extending upwardly from the concave surface toward the protuberance.
18. (original) The system of Claim 1 wherein each one of the pressure nubs comprises:  
an inner, generally hemispherical bump; and  
a plurality of radially-spaced wedges extending upwardly from the concave surface and covering the hemispherical bump.
19. (original) A massaging and reflexology system for an article of footwear, the system comprising:  
a core body generally configured in the shape of a shoe insole and defining opposing top and bottom surfaces and defining a toe portion, an intermediate portion and a heel portion, the core body thickness being greater at the heel portion than at the intermediate and toe portions;  
a plurality of cups disposed on the top surface and the bottom surface, each cup defining a substantially concave surface projecting outwardly from the top surface, the cup perimeters

being circular and diameters of the cups being smaller at the intermediate portion than at the heel and toe portions;

a plurality of cup spacers, a respective one of the cup spacers being formed between each one of the cups and the top surface and between each one of the cups and the bottom surface; and

a plurality of pressure nubs, a respective pressure nub centrally being disposed on the concave surface of each one of the cups on the top surface;

wherein the core body, the cups, the cup spacers and the pressure nubs are formed as a unitary structure of elastomeric material.

20. (original) The system of Claim 19 wherein the elastomeric material is silicon gel.

21. (original) A heel pad for an article of footwear, comprising:

a core body generally configured in the shape of a heel portion of a shoe insole and defining opposing top and bottom surfaces, the core body having an edge flange extending upwardly from the top surface of a portion of the core body perimeter;

a plurality of cups disposed on the top surface, each cup defining a substantially concave surface projecting outwardly from the top surface, the cup perimeters being generally circularly-shaped;

a plurality of cup spacers, a respective one of the cup spacers being formed between each one of the cups and the top surface; and

a plurality of pressure nubs, a respective pressure nub being centrally disposed on the concave surface of each one of the cups on the top surface;

wherein the core body, the cups, the cup spacers and the pressure nubs are formed as a unitary structure of elastomeric material.

22. (original) The system of Claim 21 wherein the elastomeric material is silicon gel.

23. (original) A massaging and reflexology system for an implement having a shaft portion for gripping the implement, the system comprising:

a core body defining inner and outer surfaces, the inner surface being sized and configured to circumscribe the shaft portion of the implement to form a handle grip for the implement;

a plurality of cups disposed on the outer surface, each cup defining a substantially concave surface projecting outwardly from the outer surface;

a plurality of cup spacers, a respective one of the cup spacers being formed between each one of the cups and the outer surface; and

a plurality of pressure nubs, a respective pressure nub centrally being disposed on the concave surface of each one of the cups on the outer surface;

wherein the core body, the cups, the cup spacers and the pressure nubs being formed as a unitary structure of elastomeric material.

24. (original) The system of Claim 23 wherein the elastomeric material is silicon gel.
25. (original) The system of Claim 23 wherein the inner surface of the core body is integrally attached to the shaft portion of the implement.
26. (new) The system of Claim 1 further comprising at least one depression formed in the bottom surface of the core body.
27. (new) The system of Claim 1 wherein the depression is aligned to the cup and pressure nub.